



“How often would you stare at a newspaper advert – never! I like washroom advertising because its 100% captive!”  
Rick Hans, Marketing Manager, South East Essex College

Call **now!** 0800 915 4444

## MEDIA PACK

# Shopping Centre Washroom Poster Sites

*...where smart advertisers spend their pennies!*



“ We have been getting lots of comments about the posters, they seem to be working really well ”  
Debby Norris, Marketing, Slimming World (North Devon)

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## Introduction

Established since 1996 and based in Norwich, we are passionate, honest poster advertising experts!

**Being a small company, we charge less and give you more!**

- 1/ Better returns:** You will spend less money reaching more people because our Shopping Centres have massive footfalls (thousands everyday)
- 2/ Better value:** Fact; our 'cost per thousand' is better than our competition so you get more for your money!
- 3/ Better service:** For proof of how efficient and friendly we are, please see our case studies and testimonial pages on our website [positivemediamarketing.co.uk](http://positivemediamarketing.co.uk)



## Media

- ✓ A3 Posters in totally captive positions...so your message is guaranteed to be read!
- ✓ True gender targeting...reach exactly who you want!
- ✓ Huge dwell times...55 seconds; male and 105 seconds; female...effective if you have lots of information to get over!



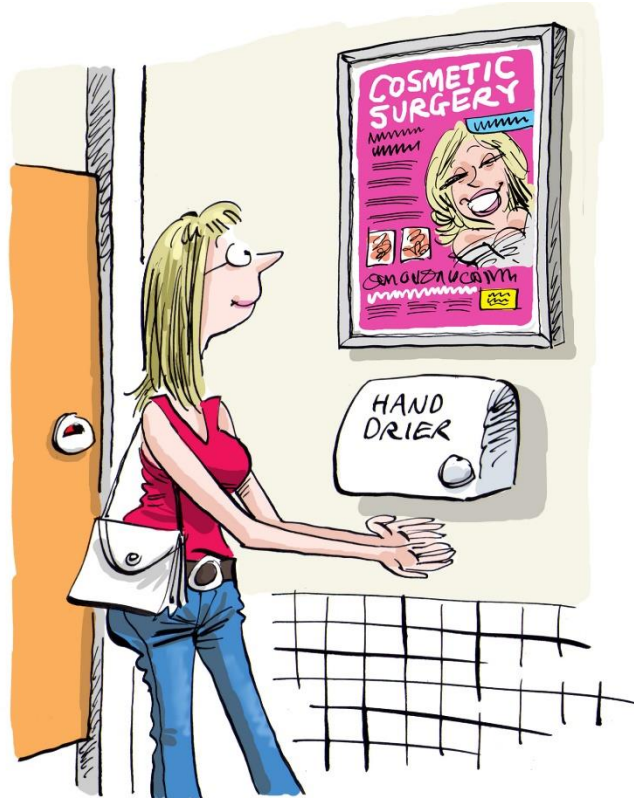
### OUR 'X' FACTOR

Washroom (toilet) posters are highly effective because they have to be read!



...unmissable!

## Frame Locations



In both ladies and gents toilets  
above the hand dryers  
**...high-vis!**



On the back of ladies cubicle doors  
**...very captive!**



Above the gents urinals  
**...un-missable!**

## Shopping Centres

You can promote your business in some of the busiest Shopping Centres in the U.K. :-

- ✓ Over 60 Malls with a combined total of over **12 million** shoppers every week
- ✓ Regional and local shopping centres from Aberdeen to Southampton
- ✓ Located at the heart of local communities and our poster sites are visible seven days a week targeting people in a receptive frame of mind

*“We have been working with Positive Media Marketing since 2002 and we have built up a good relationship and work well together”*

Gillian Hayward, Lakeside Shopping Centre

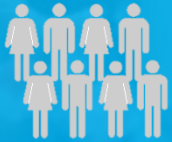


“ ...we've had an excellent response and the posters look great.  
We are really happy with the service we have received”

Kirsty Rough, Marketing Officer, Mercury Theatre Colchester

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## Shopping Centre Shopper Demographics



**Social Class**  
ABC1 60%



**Age Range**  
16-44 years 67%



**Gender**  
Male 33%,  
Women 67%



## Proof our posters work!\*

- ✓ 57% of people noticed the poster sites
- ✓ 56% recalled the campaign advertised
- ✓ 50% intend to follow up

\* Survey carried out by the R.O.I. team at the Oxford Street Plaza Shopping Centre London for The West End Skills Shop campaign



## Specification

- A3 Portrait 420mm (High) x 297mm (Wide)
- Safe copy area: 385mm (High) x 262mm (Wide)
- Paper weight: 170gsm (recommended)
- Quantity: Campaign plus spare(s)
- Artwork Format: 300 dpi, cmyk in pdf or jpeg. Please provide posters without print trim lines.
- Delivery: Positive Media Marketing offices - ten working days before campaign start date





“ ...seen an increase in telephone queries and have even had people make a beeline for the park after seeing the posters!”

Fiona Paterson, Marketing Manager, Wildwood Trust

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## Who uses this Media?



- Attractions
- Car Dealers
- Charities

- Cosmetics & Toiletries
- Finance
- Government

- Primary Care Trust
- Private hospitals
- Property

- Retailers
- Travel
- & too many others to list!



“ ...had really positive feedback on the posters and enquiries about fostering have been higher ”  
Julia Farrar, Communications Officer, Somerset County Council

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## Interested?



### Step 1

*Please contact me...*



### Step 2

*Please let me know which  
centre(s) are of interest &  
when you might want to start...*



### Step 3

*Let me check availability  
and give you a quote!*

Please call Mr. Positive, Simon Grant on **07803 850 300**

[simon.grant@positivemediamarketing.co.uk](mailto:simon.grant@positivemediamarketing.co.uk)

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[www.washroomadvertising.co.uk](http://www.washroomadvertising.co.uk)

**100% SATISFACTION GUARANTEE:** If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquires massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE. ***If you say 'yes' to this opportunity I promise you will be pleased!***